

SUCCESS CHECKLIST

*small reminders
create big results*

Use this checklist throughout your yearbook sales campaign to keep your school engaged and increase orders.



1. Reach PARENTS

- ☐  **Parent Email**
Send campaign emails
- ☐  **School Newsletter**
Include ordering link
- ☐  **Social Media**
Post countdown reminders
- ☐  **School Website**
Post ordering link prominently
- ☐  **Parent Communication Apps**
Send visual reminders



2. Promote AROUND SCHOOL

- ☐  **Yard Sign in Pickup Lane**
Display in car line area
- ☐  **Posters**
Hang around the school (don't forget deadline!)
- ☐  **Flyers**
Keep stacks near & QR codes scannable
- ☐  **Sidewalk Chalk**
Brighten entry walkways
- ☐  **School Sign**
Rotate deadline throughout the day



3. Build EXCITEMENT

- ☐  **PTA Help**
ASK PTA to spread the word
- ☐  **Teacher Announcements**
Provide script for teachers
- ☐  **Student Cover Contest**
Involve and celebrate student artists
- ☐  **Cover Reveal**
Show off the cover and build buzz
- ☐  **Sales Table @ Events**
Bring marketing & laptop for onsite orders

CAMPAIGN TIMELINE: 3 CAMPAIGNS = MORE SALES!

1 CAMPAIGN 1 Kickoff

August - October



- ☐ Hang Posters
- ☐ Place Yard Signs
- ☐ Email School Families
- ☐ Update Website
- ☐ Post on social media

2 CAMPAIGN 2 Keep Momentum Going

November - January



- ☐ Refresh Posters
- ☐ Sales table at events
- ☐ New social media posts
- ☐ Morning announcements
- ☐ PTA reminder

3 CAMPAIGN 3 Final Push

February - March



- ☐ Weekly countdowns
- ☐ Email reminder
- ☐ School sign updates
- ☐ Cover reveal
- ☐ Teacher announcements

THE MARKETING RULE OF 7

People typically need to see a message at least seven times before taking action.

The more places families see your yearbook message, the more likely they are to purchase!

Keep Your Marketing Fresh

OLD MARKETING BECOMES BACKGROUND NOISE!

- ☒ Rotate posters to new locations
- ☒ Refresh social graphics
- ☒ Remove expired marketing